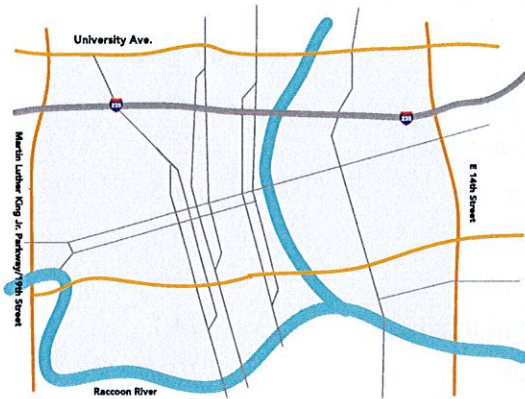


DES MOINES WALKABILITY STUDY FACT SHEET

STUDY AREA



University Avenue on the north,
the Raccoon River on the south,
Martin Luther King Jr.
Parkway/19th Street on the west,
and E 14th Street on the east.

DESIGN STANDARDS

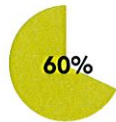
- Urban Street Design Guide and Urban Bikeway Design Guide
- National Association of City Transportation Officials (NACTO) nacto.org

Walkability Stakeholder Committee and downtown businesses and residents requests the City of Des Moines adopt the NACTO design guides to provide the design flexibility needed to complete the study.

TALENT AND INNOVATION



of 18- to 34-year-olds want to
live in walkable neighborhoods
-Transportation for America survey



of those over 50 want to live within
one mile of daily goods and services.
-AARP survey



Walkability has a role in the innovation and
startup economy, with a majority of venture
capital going to center cities or walkable suburbs.



The CEO of Twitter and other tech
players are talking about the appeal
of an urban campus.

"To attract young talent, you have to provide the whole package. It's no longer just a job, it's no longer just an office. It's about the experience; it's about creating a sense of place. A place where employees can live, work, and play more seamlessly. More opportunities for social interaction are the key things that millennials are looking for." **Paula Mungar, Business Line Research at Cushman & Wakefield**

"As we add more and more bike lanes, we continue to recruit more companies and more and more workers who work in the new digital economy. So these types of investments actually lead to economic growth . . . I do believe [that] in this era of renaissance for cities across America and across the world – having that strategy of economic growth that embodies and actually embraces sustainability is the wave of the future." **Rahm Emanuel, Mayor of Chicago**

FUNDING

The private sector donations will be tax-deductible, collected through a pass-through fund established with the Community Foundation of Greater Des Moines.

Creating a walkable community isn't merely nice-to-have, there are tangible economic benefits to the community.

Paid by the
City of Des Moines



= \$490,000

Paid by the
Private Sector

Cities that are walkable, have:



Extensive on-street
bicycle infrastructure



Robust transit
system



Attract
millennials



Stay
competitive

"With traffic congestion costing U.S. businesses and individuals \$124 billion per year and with interest in shorter commutes and general walkability growing, here is where infrastructure improvement meets the 18-hour city."

Urban Land Institute, Emerging Trends in Real Estate, 2016

GOOD FOR BUSINESS

Competitive advantages of walkable communities:

- Cushman Wakefield and Smart Growth America Survey

- Attracting and retaining talented workers
- Capitalizing on their surroundings to build their brand and corporate identity
- Facilitating creative collaboration with nearby colleagues
- Being close to business partners and centralizing operations
- Supporting "triple bottom line" business outcomes (profits plus socially and environmentally friendly investment in a city center).

ECONOMICS

In New York City, the city's Department of Transportation found the following:

-  **49%** • Protected bike lanes tied to a **49 percent increase in retail sales**
-  **172%** • Small expansions of pedestrian rights-of-way were tied to a **49 percent reduction in commercial vacancies**
-  **172%** • Transformation of an underused parking area translated into a **172 percent increase in retail sales** at local businesses over three years
-  **14%** • Conversion of a curb lane into outdoor seating increasing pedestrian numbers by more than 75 percent and **increased sales** at bordering businesses by **14 percent**.

BY THE NUMBERS

Walkability is "driving" more than just demand. It is translating into real dollars and cents.



In 13 of 15 major U.S. markets, an increase of one point of the walk score translated into home price **premiums ranging from \$700 to \$3,000**.



An increase of 10 points on the walk score was associated with an **increase of 5 to 8 percent** in commercial values.



In Des Moines, the 50312 zip code saw a **23 percent increase** in retail sales after making conversions to Ingersoll Avenue to make it more bike and pedestrian friendly.

Walk Score is a proxy for walkability that rates proximity to commercial destinations on a scale of one to 100.

TOP TEN MOST WALKABLE CITIES IN THE U.S.

CITY	WALK SCORE
New York	87.6
San Francisco	83.9
Boston	79.5
Philadelphia	76.5
Chicago	74.8
Washington, DC	74.1
Seattle	70.8
Baltimore	66.2
Los Angeles	63.9
Milwaukee	59.4

Des Moines currently has an average **Walk Score** of

42

Places that address this intersection well will trend upward. Places that don't will be competitively disadvantaged.